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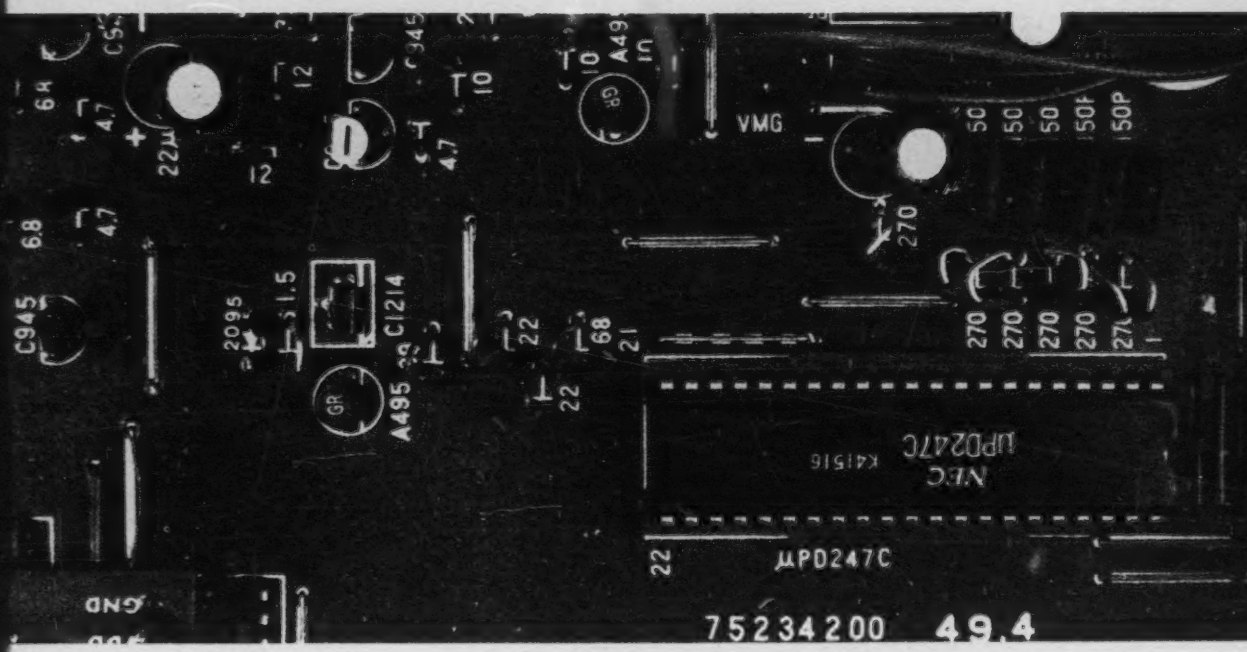
Iowa Development Commission

Digest

November-December, 1982

Iowa maps high-tech future



Story on page 3

Help of advertising firms, local groups sought

Billboard promotion of Iowa planned

The Iowa Development Commission is seeking the help of outdoor advertising companies and civic-minded groups as part of a new, and inexpensive, promotion campaign for the state.

The IDC's Public Information Division has designed two billboard posters for distribution free of charge. The campaign hinges on the willingness of outdoor advertising companies and other groups to display the billboards.

"Other organizations have used this type of promotion with great success," said Tom Blackett, director of the Public Information Division. "We thought it would be a good way for the state to get widespread advertising at a relatively low cost."

One billboard says: "Iowa, We do it better!" The other reads: "Volunteer Fever, Catch It! Iowa Community Betterment."

Kick-off

The IDC kicked off the campaign in November with the mailing of an illustrated brochure that explained the campaign and included order forms. The brochure was sent to outdoor advertising companies throughout Iowa and to local groups which were thought to have an interest in displaying the billboard posters.

Blackett said billboard companies often have short periods of unsold space between orders. The companies prefer filling the space, even if for free, to leaving it blank.

"With this campaign, we can help solve their dilemma, and give the companies the opportunity to help publicize the state," Blackett said.

The advertising companies will select the locations for posting the billboards and the length of time they will be posted.

Local promotion

Both billboard posters also have been designed so local groups can use them as community promotions. Civic leaders can have their community's name added to the sign and buy space to display it.

Blackett said this type of promotion will work well for communities that participate in the Iowa Community Betterment program. The ICB billboard poster was unveiled at Recognition Day in Ames before hundreds of community volunteers. Informational brochures also were made available.

"We expect this campaign to reach all corners of the state," Blackett said. The first billboards should be posted soon. If the program is successful, a third design may be drawn, Blackett said.

For more information on how to obtain billboards write: Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309.

Iowa heads to where the jobs are — high technology

The state's boast for many years was that Iowans had built themselves a recession-proof economy.

The bragging seemed confirmed by the national recession of the mid-'70s. While plants shut down and workers lost jobs elsewhere, Iowa's economy continued to grow.

But as the calendar turned to the 1980s, Iowans were faced with the fact they were wrong. What had before been a phenomenon only in other states had now touched Iowans.

"We learned Iowa's economy was not as diversified as we thought it was," said David Swanson, director of the Iowa Development Commission. "We knew we had both an agricultural and a manufacturing base. But we hadn't noticed how much our manufacturing base is dependent on the ups and downs of the agricultural economy. That wasn't a problem in the mid-'70s when farm prices were high. But the last three years have shown us what it's like when farm prices are low."

The recent recession has caused some rethinking, and one of the big steps was the appointment last May of a High Technology Task Force by Gov. Robert D. Ray.

The task force tried "to map what's right for Iowa for the next 20 years," said Swanson, who chaired the task force. "We knew we had to diversify somehow. We didn't look for any instant success. We took a long-term look at what Iowa needs to do. Our goal was more jobs for Iowans."

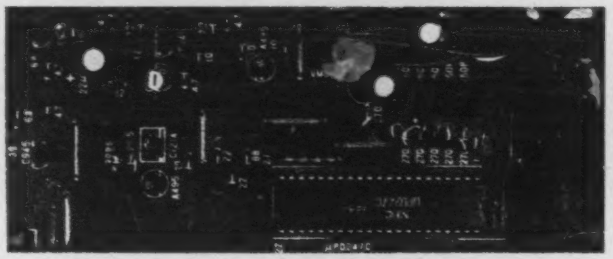
The task force presented its report to the governor on Nov. 1. (See list of recommendations on page 4.)

Growth potential

High technology was examined because of its growth potential. A recent Congressional study found that high-technology industries accounted for 75 percent of the net growth in manufacturing jobs in the United States between 1955 and 1979.

Some have labeled the trend a second "Industrial Revolution." The United States rode to the top of the world's economy on steel and auto production. Now to keep its position, most experts agree, the country must compete in the high-technology market. Iowa officials hope to see the state follow the same path.

A precise definition of "high technology" is elusive. One writer defined the products of high-technology firms as goods that "frequently did not exist until recently and could not exist without large inputs of advanced science and technology." Examples of high-technology products are: medical wonder machines such as CAT scanners, plants that are bred to resist disease or grow without fertilizers, and the small computer chips that are now the guts of nearly every electrical device.



Ron Kraft, director of the IDC's Industrial Division, noted the maturity of the products of many Iowa industries.

"Iowa, right now, has a lot of very successful, but very mature, industries. They aren't going to dry up and blow away, but they won't continue to have rapid growth either," Kraft said.

In fact, an emphasis on high technology is integral to the continued competitiveness of Iowa's traditional industries, such as farm implement makers, according to Robert H. Meier, a member of the task force and of the Iowa Development Commission. Meier, who is general manager of the John Deere Ottumwa Works, said the use of computers and robots in the manufacturing of tractors at a new Waterloo plant is essential for the company to "stay competitive on a global basis."

Stem exodus

The development of high technology also is seen as a way to stem the exodus of the state's engineers, scientists and other highly skilled technicians.

"We pay to educate them at our universities, but then they leave," Kraft said. "They will stay in Iowa if we can get them a job here. Our universities are already supplying a lot of the people who go into high-technology professions."

Iowa State University is the third-largest supplier of engineers to computer giant Hewlett-Packard, Swanson said.

A number of Iowa firms already are involved in the manufacture of what would be considered high-technology products. The list ranges from computer firms such as Sperry Univac in Clear Lake and Norand in Cedar Rapids to electronics firms such as Rockwell-Collins and J-Tec Associates in Cedar Rapids. Even in the smaller towns, Iowa finds high technology — robots at Positech Corp. in Laurens and state-of-the-art radios at E.F. Johnson Co. in Garner. Pioneer Hi-bred International of Des Moines does extensive research in modern methods of plant breeding.

Iowa's more traditional firms are involved in high technology as well. Food processors such as Hubinger Co. of Keokuk and Archer Daniels Midland in Clinton and Cedar Rapids

(Cont. to page 4)

Task force outlines steps needed for brighter future

The High Technology Task Force, which was appointed last May by Gov. Robert D. Ray, recommended the following:

— Iowa's research and development efforts in high technologies should be concentrated in the following areas: biotechnology, microelectronics, productivity enhancement/process controls and energy alternatives.

Biotechnology includes research and development in areas such as pharmaceuticals, chemicals and plant breeding. Microelectronics includes the application of the latest electronics technology to products such as medical instruments, agricultural equipment and telecommunications equipment. Productivity enhancement and process controls refer to the use of tools such as robots and computers in the manufacture of traditional products. Energy alternatives include the conversion of waste products, farm products and the sun's rays into viable energy sources.

— The mechanisms to transfer research information among industries, universities, laboratories, governments and the public should be developed, expanded and improved.

— The resources of Iowa's government agencies, legislature, educational institutions and businesses should be directed toward the development, attraction, expansion and utilization of high technologies.

— The governor should immediately establish an Iowa High Technology Commission to pursue, guide and coordinate Iowa's efforts on high technology.

— Legislative incentives for encouraging the location and expansion of high technology companies should be considered.

These should include: authorization of tax credits for research expenses; increased tax deductibility for contributions of research equipment to non-profit and educational institutions; expansion of the permitted uses of tax-free, industrial revenue bonds to include the financing of research and development facilities; revision of state securities laws and administrative rules to encourage venture capital financing for high technology firms; and reduction of property taxes on research and development facilities and equipment.

— Iowa's public and private educational delivery systems should be improved and the state's educational institutions should be strengthened to reflect high technology industries, research and applications.

These efforts should include: expansion of advanced technical courses in area college curricula; greater emphasis on mathematics, science, computer literacy, communication skills including foreign languages, and business in the state's elementary, secondary and higher education institutions; encouragement of partnerships between the private sector and the educational system to strengthen the technical competence of teachers and students; incentives to assure an adequate number of instructors in technical subjects; expansion of continuing education opportunities for adults; publication of job opportunities available in high technology occupations; provisions for the sharing of high technology equipment and facilities between the private sector and educational institutions; and incentives for educational institutions to use telecommunications and other advanced educational technology in the classroom.

— Mechanisms should be created to increase the availability of private venture capital for high technology companies. These mechanisms should include matching grants and loans for research projects with commercial promise.

— Research and development centers should be established near research universities.

— Promotional efforts for the state should be directed toward identifying Iowa as a place for high technology to develop. ✦

Colleges are

(Cont. from page 3)

use advanced technology to make their products. In meat packing, Iowa Beef Processors' plants are among the world's most modern.

Swanson concedes that Iowa isn't the first state to look to high technology for growth.

"We aren't first, but we sure aren't last," he said. "We really have no choice. The advance in technology is going to go on whether Iowa's in it or not."

Midwest a natural

Swanson noted studies that show the Midwest is a natural area for high-technology development because of its high educational base and its lower cost of doing business.

Iowa's central location, existing manufacturing and university research bases, low-cost housing, tax climate and lifestyle will work to the state's advantage in attracting high-technology firms, Swanson said.

Mavis Kelly of the Iowa Department of Public Instruction said, "I think the thing that Iowa has that's going to be the most valuable resource is we have a very literate population, a population with a very strong work ethic. We're two steps ahead on that basis."

Iowa's universities probably are the key to efforts to attract high-technology industries. Many of the nation's largest advanced-technology firms began with the ideas of just one or two researchers. As they grew, the companies depended on a steady supply of newly graduated engineers and scientists. Large high-technology industrial parks such as the Silicon Valley in California, Route 128 in Massachusetts and the Golden Triangle in North Carolina all have developed around major research universities.

"There are many schools in Iowa with fine reputations that are doing a lot of research right now," Kraft said.

Speech analyzer

At Iowa State, electrical engineering professor George Holland is working on a speech analyzer that translates the human voice into visual displays on a screen. The device appears to hold promise for the deaf.

D.C. Spriestersbach, vice president of educational development and research at the University of

key to advanced technology push

Iowa, said faculty members there are working on a number of projects that appear to have commercial applications, especially in the area of recombinant DNA.

Kraft noted that Drake University's pharmacy school, and the National Animal Disease Laboratory and Ames Laboratory in Ames could play large roles, too, in Iowa's efforts to attract high technology.

The task force report urges nonprofit organizations to develop research and development centers near universities. The centers would foster cooperation between the universities and the private sector as they work to transform basic research into commercial products.

Spriestersbach said such research and development centers would allow faculty members to work with industry as consultants. The centers could employ graduate students as well, he said.

But Spriestersbach cautioned that such brick and mortar projects will do little good without ideas. The way to get those ideas is by hiring well-educated, bright faculty at the universities, he said.

Iowa also has to work to overcome some of the hurdles that prevent the adequate transfer of technical knowledge between the universities and the industries, Swanson said.

Area colleges

Community colleges, too, will be central to high-technology development. Retraining is the key to transferring the skilled and unskilled workers from low-technology jobs to high-technology ones, Swanson said.

"Retraining is going to be a national need, not just an Iowa need," said Mavis Kelly of DPI. "And I think we have some very good advantages for Iowa. We have the strongest educational delivery system in the country. We have a very fine post-secondary system."

Kelly said an example of the work that can be done for laid-off workers occurred last year in Des Moines. Workers from the old Wilson meat packing plant were aided by a mayor's task force, officials from Des Moines Area Community College and state officials. "Using resources now available, we were able to retrain many of them and get them both high-technology and low-technology jobs," Kelly said.

The report also recommends a number of steps that should be taken in the elementary and secondary education system to prepare students for a high-technology world.

Financial climate

Besides education, Iowa must consider changes that will make the state's financial climate better for high-technology firms, Swanson said. On the list are tax incentives for research and development expenses and changes in securities laws to simplify stock issues.

'There's every reason to believe that Iowa can succeed in building a high-technology industrial base.'

The groundwork for a high-technology push in the state already has started.

Officials at the U of I this fall sponsored their third meeting between university staff and industry representatives to discuss the relationship between the academic and private sectors. Iowa State University sponsored a conference on computer instruction in Iowa's public schools. The National Science Foundation agreed to hold a regional conference in Des Moines next spring to give small-business people a chance to learn about the nation's latest research.

Planning was begun by Iowa State with advice from the IDC for a high-technology film that will let prospective companies know what's going on in high technology in Iowa and what makes the state an attractive place to locate a plant. And, four members of the IDC staff and five representatives of Iowa businesses visited California's Silicon Valley in early October. The group contacted more than 250 firms to let them know of Iowa's interest in high technology and to gather information about where Iowa's efforts should be directed.

"We learned of some expansion prospects in the future, but not of anything specific for right now," said Kraft.

Based on what he and the other Iowans saw on the trip, Kraft said, "there's every reason to believe that we can succeed in building a high-technology base of industry in this state. I think the picture looks very good."

Gov. Robert D. Ray listens as David Swanson, chairman of the High Technology Task Force, answers questions about advanced technology at a November news conference. Swanson also is director of the Iowa Development Commission.

Ray says farewell to ICB volunteers

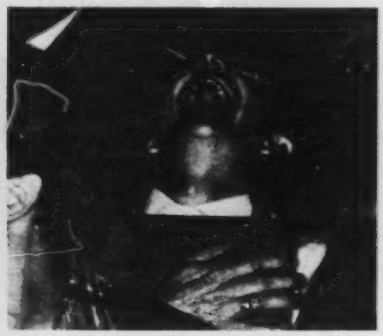
Gov. Robert D. Ray said his farewell to the Iowa Community Betterment program and to more than 1,400 community volunteers during ICB Recognition Day activities in Ames Nov. 5.

Ray started the ICB program in 1970, challenging Iowans to improve their communities through volunteer work. Since then, an estimated $175 million in community improvements have been attributed to the program.

Ray presented the first Governor's Trophy to the community of Monona. The award was begun this year to honor the retiring governor's many years of work in community betterment. The Governor's Trophy will be given each year to the community that best exemplifies the spirit of community betterment.

Twenty private sponsors donated $20,000 for the outstanding achievement and youth involvement awards. The communities' projects were rated in September by teams of volunteer judges.

In addition, the Iowa Blue Flame Gas Association sponsored cash awards for communities with outstanding energy conservation projects, and the Iowa Arts Council sponsored cash awards for communities with the best arts projects. Winning projects in those areas were selected by representatives of each group.



Left: Monona residents celebrate after learning that their town won the first Governor's Trophy. Above: Monona's John Ryan hugs the trophy.

1982 Community Betterment Awards

IOWA ARTS COUNCIL

$300 Cedar Rapids — sponsored library programs for children; held fine arts festival; continued restoration of Paramount Theater.
$300 Drake Neighborhood, Des Moines — published historical book.
$200 Clarion — held festival celebrating art, history, music.
$200 Ottumwa — produced musical-comedy revue.
$100 Beaman — designed and dressed wooden dolls.
$100 Corydon — established arts council that sponsored three recitals, arts and crafts show, touring arts team, repertory theater, sales of local artists' prints.
$100 Czech Village, Cedar Rapids — produced educational kits of Czech heritage and culture.
$100 Diagonal — held Art in the Park event.
$100 Fort Madison — continued community theater.
$100 Lewis — held craft and antique flea market; renovated bandstand.
$100 Maquoketa — raised money and began work on community theater building.
$100 Marion — held art and music festival; continued community theater.
$100 Primghar — sponsored community theater performances and projects.
$100 Tama — organized arts council.

IOWA BLUE FLAME GAS ASSOCIATION

Outstanding Achievement
1. **$500 Forest City** — installed energy-saving lights downtown.
2. **$400 Sioux Center** — held an energy fair and began a home energy audit program.
3. **$300 Tama** — renovated 17 homes in older neighborhood.
3. **$300 Carpenter** — developed and implemented 12-point energy-saving plan.
4. **$200 Calamus** — insulated community meeting hall.
5. **$100 Boone** — planned energy efficient features for "Y" expansion.
   $75 Honorable Mention — Auburn — insulated community building.
   $75 Honorable Mention — Blockton — bought new furnaces for community building.
   $75 Honorable Mention — Pleasant Plain — insulated and remodeled community center.

Youth Involvement
$300 Gowrie — raised money for new youth center.

COMMUNITY BOOTH DISPLAYS

1. **$100 Corydon.** 2. **$75 Monona.** 3. **$50 Carson.**

1982 Community Betterment Awards

OUTSTANDING ACHIEVEMENT AND YOUTH INVOLVEMENT

CATEGORY I — Under 250
Outstanding Achievement
1. **$500 Blencoe** — surveyed youth; lobbied to keep school; the youth sponsored "Family Togetherness Nights."
2. **$400 Kirkman** — beautified community; continued park construction; held community celebration.
3. **$300 Walton** — held community meeting; raised money for community center; youth established a newspaper.
4. **$200 Haniontown** — erected street signs and placed logos on rural mailboxes; held community celebration; planned park improvements.
5. **$100 Hansell** — continued planning for community center; beautified community; restored ball park.

$50 Honorable Mention — Benton — installed bathroom in community building; improved park; lobbied to save town post office.

Youth Involvement
$500 Blencoe — see above.
$50 Honorable Mention — Walton — see above.

CATEGORY II — 251-497
Outstanding Achievement
1. **$500 Diagonal** — built emergency vehicle; the youth planted trees, sponsored drug abuse program, held bike-a-thon for cystic fibrosis, sponsored Art in the Park celebration; the Lions replaced downtown sidewalks, made improvements to Lions' and community restaurant, made improvements to Lions' Community Building.
2. **$400 Peterson** — improved fire and emergency medical services; sponsored touring arts team visit; planned welcome for RAGBRAI.
3. **$300 Low Moor** — held community meeting; established recreation program; added rescue unit to fire department, gave EMT instruction.
4. **$200 Rowan** — built multi-purpose recreational court; painted mural; beautified community.
5. **$100 Auburn** — raised money for recreation facility; held health and safety workshops; beautified community.

Youth Involvement
$500 Diagonal — see above.
$50 Honorable Mention — Charlotte — youth planted garden for elderly and poor; held bike-a-thon for hospitalized children; participated in first aid instruction.
$50 Honorable Mention — Mondamin — youth and adults painted mural; insulated fire station; published monthly newsletter.

CATEGORY III — 498-950
Outstanding Achievement
1. **$500 Hedrick** — restored park; built sign pointing to main street; held community celebration.
2. **$400 Hubbard** — built mini-park downtown; built senior citizen housing; raised money for new ambulance.
3. **$300 Carson** — formed community council; improved downtown area; continued construction of recreational area.
4. **$200 Titonka** — renovated community center; continued community beautification; held community variety show.
5. **$100 Schleswig** — improved tennis courts; held safety awareness and training program; established community endowment fund.

$50 Honorable Mention — Arlington — built library and community center; built solar collectors for senior citizen housing.

Youth Involvement
$500 Murray — formed police reserve; established youth crime prevention program; cleaned up community.
$50 Honorable Mention — Charter Oak — surveyed community; cleaned up community; rebuilt community cafe.

CATEGORY IV — 951-1,439
Outstanding Achievement
1. **$500 Greene** — surveyed youth; cleaned up river bank; continued "Welcome Sign" project.
2. **$400 Sidney** — bought Jaws of Life; erected street signs, sold house numbers and compiled phone book; developed nature trail.
3. **$300 Columbus Junction** — painted mural; cleaned up community; improved community building.
4. **$200 Jewell** — built park shelter; raised money for band uniforms; organized community club.
5. **$100 Primghar** — sponsored community theater performances and projects; began fund raising for medical center; taught CPR courses.

$50 Honorable Mention — Roland — established program to lower peak energy demands; established library; beautified community.

Youth Involvement
$500 Greene — see above.
$50 Honorable Mention — Saint Ansgar — the youth performed variety of projects; began effort to recruit doctor; established first aid program.

CATEGORY V — 1,440-2,700
Outstanding Achievement
1. **$500 Jesup** — recruited new doctor; raised money to buy new ambulance; beautified community.
2. **$400 Coon Rapids** — developed outdoor classroom; cleaned up fairgrounds; bought Jaws of Life.
3. **$300 Corydon** — surveyed community; established arts council; began senior citizens recreation program.
4. **$200 Holstein** — held centennial celebration; held fire prevention activities; began drug awareness program.
5. **$100 Fayette** — surveyed community; established meals-on-wheels program; cleaned up park.

$50 Honorable Mention — Mount Ayr — rebuilt church and community hall; continued park improvements; youth performed variety of projects.
$50 Honorable Mention — Remsen — built park shelter house; surveyed community.

Youth Involvement
$500 Monona — youth erected flag poles, improved park, took CPR classes, set up peer helper program; improved park; established drug abuse program.

CATEGORY VI — 2,701-4,999
Outstanding Achievement
1. **$500 Camanche** — held town meeting; raised money for community hall renovation; restored depot as museum.
2. **$400 Onawa** — began fund raising for new ambulance; began crime prevention program; started farmers' market.
3. **$300 Monticello** — organized program to encourage erection of martin houses; beautified community; sponsored youth soccer program.
4. **$200 LeClaire** — continued efforts to save ambulance service; held activities for youth; established chamber of commerce.
5. **$100 Eldora** — raised money for fire equipment; held community health programs; organized summer recreation program.

$50 Honorable Mention — Clarion — resurfaced tennis courts; built helipad for air ambulance; held community festival.
$50 Honorable Mention — West Union — established emergency medical service; developed cardiac rehabilitation program; bought Jaws of Life.

Youth Involvement
$500 Monticello — see above.

CATEGORY VII — 5,000-10,000
Outstanding Achievement
1. **$500 Decorah** — continued fund raising for group home for mentally retarded; continued park clean-up; began community fitness program; added youth to community committee; raised money and began work on community theater building; continued improvements to nature area.
2. **$400 Maquoketa** — surveyed community; continued crime prevention program; established youth center; 4-H youth performed several projects; held summer recreation program; began work to create tourist attraction out of old lime kilns.
3. **$300 Cherokee** — held community clean-up day; began development of park; continued improvements to park; raised money for TVs and cable service at hospital; raised money for Little League equipment; sponsored crime prevention program.
4. **$200 Creston** — held community stop smoking program; set up support program for terminally ill patients and families; the youth made improvements to an elderly couple's home; continued volunteer support for health care scholarships and hospital equipment; restored park fountain; held crime prevention program.
5. **$100 Vinton** — held community meeting; began publishing community newsletter; worked to attract doctors; began beautification award for businesses; began citizen of month award; added train rides to community celebration.

$50 Honorable Mention — Glenwood — began fund raising for library addition; took community survey; improved park; sponsored bloodmobile; built amphitheater; formed concerned parents organization.
$50 Honorable Mention — Denison — began fund raising for library; started planning for auditorium-recreation complex; began fund raising for sheltered workshop; established program for temporary help to needy; established support program for new fire station.

Youth Involvement
$500 Chariton — high school students answered children's letters to Santa; youth made improvements to senior citizens' center; continued community clean-up; relocated public mailboxes; planted trees in community; started a program for volunteer tutoring of elementary pupils.

CATEGORY VIII — Over 10,000
Outstanding Achievement
1. **$500 Boone** — continued planning for park; painted mural; youth committee started several projects; held fundraiser for "Y"; held Pufferbilly Days celebration.
2. **$400 Marion** — helped Marion, Ill., tornado victims; developed crime watch program; promoted bond issue for new police station; youth did odd jobs for handicapped and elderly; held arts and music festival; continued community theater.
3. **$300 Ankeny** — formed community theater; set up juvenile justice council; established peer helpers program for high school students; built new ball diamond complex; set up Founders Day celebration; raised money for restoration of barn for art shows and classes.
4. **$200 Cedar Rapids** — began drug abuse program; continued library programs for children; continued crime watch program; held fine arts festival; continued restoration of Paramount Theater; began volunteer instruction programs for elementary pupils.
5. **$100 Urbandale** — held community celebration; continued community chorus; continued community band; sponsored tree and daisy sale; built fitness trail; sponsored Health Month.

Youth Involvement
$500 Fort Dodge — youth held a radio show fundraiser; held talent show; held fun-run and mini-run; held music show; held carnival; sponsored Fourth of July celebration.
$50 Honorable Mention — Boone — see above.
$50 Honorable Mention — Ottumwa — the high school vocational club sponsored activities; produced musical-comedy revue.

CATEGORY IX — Neighborhoods (cities over 25,000)
Outstanding Achievement
1. **$500 Drake Neighborhood, Des Moines** — published historical book; cleaned up park; set up neighborhood organization.
2. **$400 Southside Neighborhood, Council Bluffs** — continued volunteer organization of sixth graders; remodeled youth shelter; built tool-lending library.
3. **$300 Highland Neighborhood, Waterloo** — sponsored 22 different activities and events to bring neighborhood together; improved park; held spring festival.
4. **$200 Hillcrest Neighborhood, Fort Dodge** — painted church basement; raised money; sponsored childrens' parties.
5. **$100 Southeast Neighborhood, Des Moines** — collected and distributed used clothing; youth cleaned up community.

$50 Honorable Mention — Norris School, Marshalltown — developed plans to convert vacant school grounds to park and playground.

Youth Involvement
$500 Southeast Neighborhood, Des Moines — see above.
$50 Honorable Mention — Southside Neighborhood, Council Bluffs — see above.

Fort Atkinson 1982

The smell of burning wood hung heavy over Fort Atkinson. Reports from muskets rang off the quarry walls. Cannon shots sent tremors through the ground.

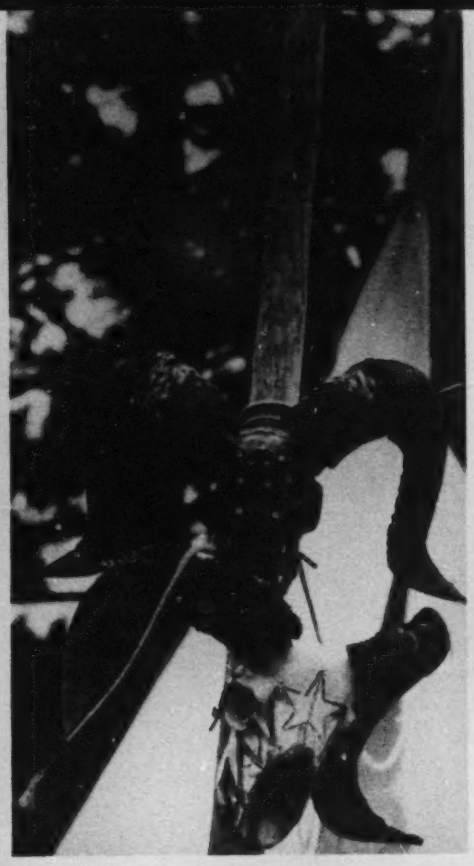
The reason for the sudden animation of the usually tranquil fort was the Sixth Annual Fort Atkinson Rendezvous. The event drew more than 25,000 spectators this fall. And hundreds of buckskinners, artisans and soldiers were there to show the spectators what life was like in the 1840s.

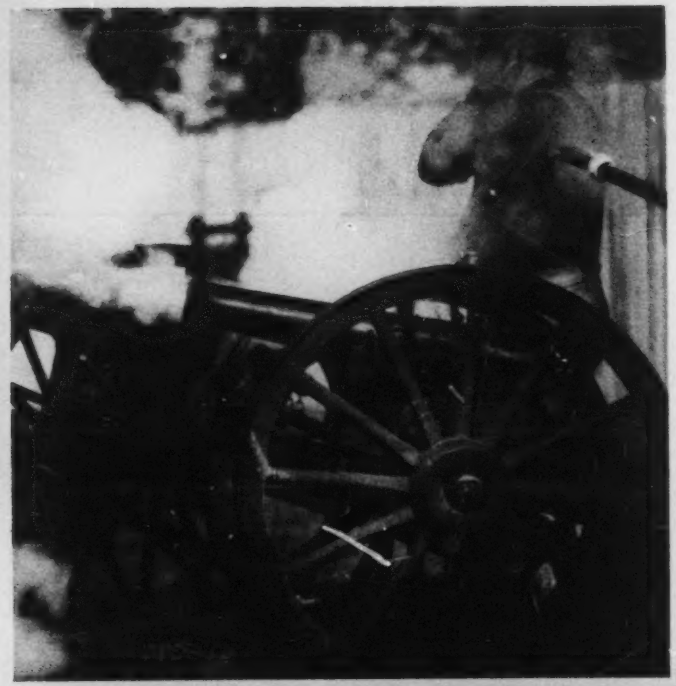
Dressed in period clothing, the participants spent the weekend of September 25 and 26 in tepees, leantos and wall tents. What began as a small encampment of 36 sites in 1977 has now grown to be a village of 190 sites.

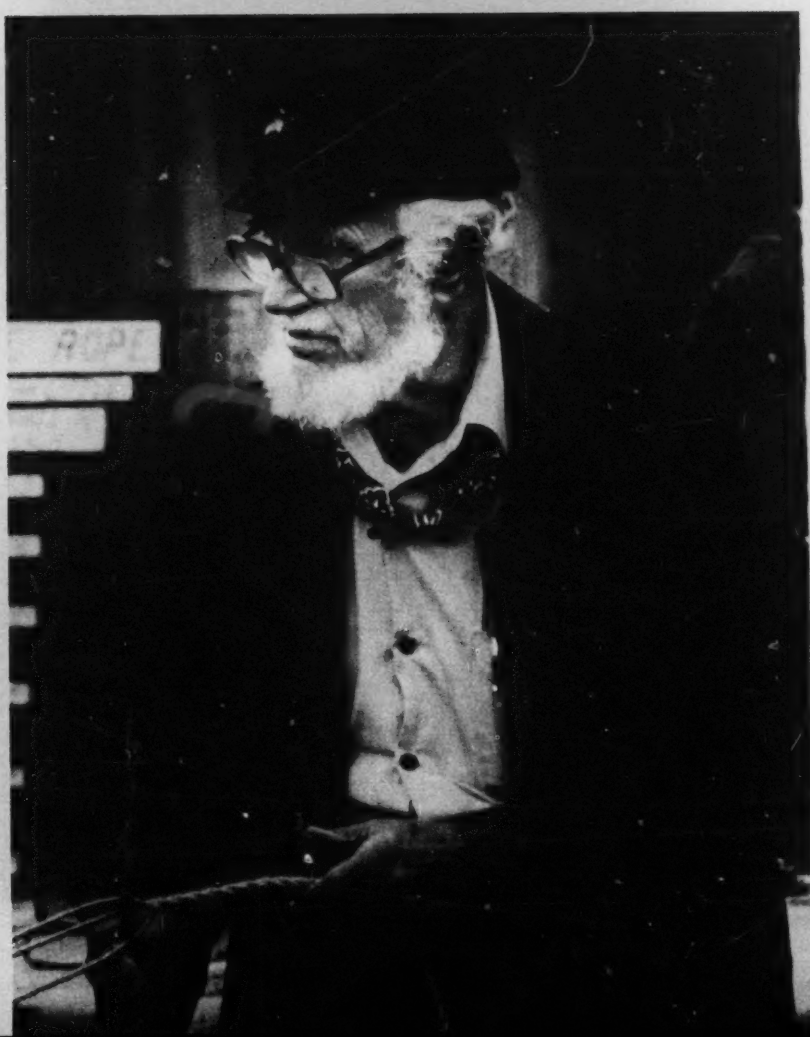
The spectators ate the food of yesteryear and watched as forgotten crafts were brought back to life. Tomahawk throwers split playing cards while would-be frontier women hurled heavy iron skillets at a suspended dummy.

The two-day event in northeast Iowa is sponsored by the Iowa Development Commission, Iowa Conservation Commission and the people of the Fort Atkinson area. The rendezvous is held with the permission of the Iowa State Preserves Advisory Board.

"The reputation of this rendezvous continues to be excellent with both the participants and the spectators," said Kyle McGonigle, marketing and promotion coordinator for the IDC Tourism and Travel Division. "We had participants from as far away as Pennsylvania and Ontario, Canada. And, 60 percent of the spectators are repeat visitors."







Study finds potential for more tourism

Tourists draw a blank when they're asked what they think of vacationing in Iowa, according to a market research study commissioned by the Tourism and Travel Division of the Iowa Development Commission.

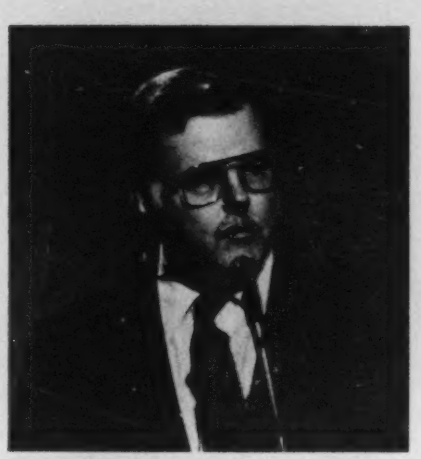
But the research results show the state's tourism image among non-Iowans is a zero and not a negative number. And that fact is a key to building a bigger tourism trade in Iowa, according to market researcher Tom Davidson, president of the internationally recognized travel research firm of Davidson-Peterson Associates of New York.

"The problem is not rejection as much as it is failure to even consider Iowa," Davidson said in summarizing his four-volume report. "It's not: 'Don't go there.' It's: 'I wouldn't think of going.'"

Corn, farmland

The respondents described Iowa "as a traditional, rural society dominated by corn and farmland," Davidson said. "Farming is not usually associated with tourism."

Still, Davidson was upbeat. "In no way does this imply that the task (of trying to attract more tourists) is not worth it," he said. "The image of a peaceful place to unwind that provides a good value for the dollar is a place to start."



Tom Davidson

Increased tourism would translate into more jobs for Iowans and greater income for the state, said Phil Morgan, director of the IDC's Tourism and Travel Division. In 1981, with little promotion, travelers in the state spent nearly $1.6 billion and helped create 51,500 jobs for Iowans.

"This report is invaluable," Morgan said. "We now have a better idea of what needs to be done to build tourism in this state."

The study included the distribution of questionnaires to tourists traveling through Iowa last summer, phone interviews and group discussions with prospective visitors to Iowa, and interviews with representatives of the travel trade.

Davidson cautioned that the study's findings reflect perceptions and not fact.

Near bottom

During phone interviews, residents of states adjacent to Iowa ranked Iowa near the bottom of the list of Midwestern states they were likely to visit. Those interviewed ranked Iowa behind Wisconsin, Minnesota, Illinois, Missouri and South Dakota. Iowa ranked above Nebraska.

When those interviewed were asked what came to mind when they thought of an Iowa vacation, most couldn't give an answer. The Amana Colonies were mentioned by 4 percent, but the answer of "nothing" was given by 16 percent.

Even the current visitors to Iowa had a tough time naming a specific place to visit in the state. The Amanas and Des Moines had the highest responses, but the state's other attractions received few mentions.

Most of the current visitors were passing through Iowa on their way to other states. Only about 10 percent of them were in the state for purely discretionary pleasure trips. The rest were in the state visiting friends or relatives or attending meetings.

Activities appealing

During one portion of the questioning, those interviewed were given general descriptions of what they could do and see at several Iowa attractions — such as Okoboji or the Amanas — but they weren't told the location of the areas. One-fifth to one-third of the respondents said they would like to take part in such activities. About 70 percent said the attractions sounded appealing.

"They don't reject it. They don't know it's here," Davidson said.

The image that "came through in every phase of the research" was of farming, corn and farmland. The residents of states adjacent to Iowa ranked Iowa highly as: the best state to see farm life; a place where friendly people live; a place where people lead slower-paced, traditional lives; a clean state with quaint small towns; and a state that is easy to get to.

"The view of Iowa as a vacation destination which offers rest and relaxation, a slower-paced, simpler lifestyle, in a clean, beautiful state . . . is a good basis for tourism," Davidson said.

Iowa's biggest potential market is among people who like short pleasure trips to break their routines or to escape from hectic urban life.

Steps needed

What's needed, though, is not just a massive, creative advertising campaign, Davidson said. He recommended a number of steps that must be taken first.

The state and private sector need to develop tourist attraction focal points to grab the travelers' atten-

U.S. tourism now second-largest retail industry

The travel and tourism industry is now the nation's second largest retail or service industry in terms of total sales, according to a report released by the U.S. Travel Data Center, Washington, D.C.

Domestic and foreign travelers spent $191 billion in the United States during 1981. That figure enabled the travel and tourism industry to surpass automotive dealers on the total sales list, and placed it second behind food stores.

The report also indicated that travel spending directly generated 4.6 million jobs in 1981 with a payroll of $40 billion.

despite Iowa's non-travel image

tion. The Dells area would be an example of a focal point in Wisconsin. "With the possible exception of the Amana Colonies, there are no such points now," Davidson said. "Des Moines, Dubuque and Okoboji have potential that is not being realized."

Davidson also said:

— Self-guided tours of areas in the state should be developed.

— Events with potential to attract families with children should be promoted.

— The pamphlet and brochure campaign should be improved.

— A "bed and breakfast" program that allows guests to stay overnight in residents' homes should be established.

— The tourism industry should be strengthened through the training of owners and entrepreneurs.

— Personal selling efforts to national tour operators should be expanded.

Davidson estimated the cost of these efforts at $1.5 to $2 million. Iowa now spends about $350,000 promoting tourism, a figure that ranks Iowa at the bottom of the fifty states in spending for tourism promotion.

Davidson's study found that Iowa's visitors are well-educated and affluent. "It's a substantial market and it's a spending market." The economic impact would be large if more of them could be attracted to Iowa, he said.

Davidson is now developing a detailed marketing plan based on the findings of the research. The marketing plan is being funded by the private sector through the Iowa Travel Council.

1982 travel survey offers mixed signs

A record number of travel parties used Iowa's seven tourist information centers during the 1982 summer travel season, according to information from the centers' registration books.

More than 63,200 travel parties signed the books in 1982. During 1981, 56,800 travel parties registered. The average travel party size in 1982 was 2.7 persons, meaning that about 170,000 travelers stopped at the centers this summer. The centers, which were open from May 16 through Sept. 15, are located at rest areas along Iowa's three interstate highways.

"Early indications were that our registrations would be way down this year," said Phil Morgan, director of the Tourism and Travel Division for the Iowa Development Commission. "But activity improved after the rains of early summer passed."

Other measures down

Despite the rise in the number of registrations, most of the other measures of travel activity taken at the centers during 1982 were down from the previous year.

"The numbers don't tell us why certain things happened. The down economy certainly played a role," Morgan said. "However, the effect of the slow economy might have been reduced, perhaps even nullified, by an aggressive program promoting Iowa's tourism industry. We are hopeful that the upcoming legislature will agree to the need for such a program," Morgan said.

The 1982 estimate of 2.7 persons per average travel party was taken from interviews with 1,300 of the information center visitors. In 1981, the average party size was 3.1 persons.

The survey also indicated that the average spending per day by each travel party was $62.17, down from $71.50 in 1981. The average spending in 1982, however, was higher than the 1980 figure of $57.12.

The average trip length for the travelers who were interviewed was 16.7 days, of which 2.4 days were spent in Iowa. During 1981, the average trip length was 14.8 days, but the travelers spent 2.9 of those days in Iowa.

Iowa destinations

Twenty percent of those interviewed said their destination was Iowa, compared with 23 percent in 1981. Illinois, Missouri and Minnesota accounted for one-third of the visitors with Iowa destinations.

About 75 percent of the travelers had visited Iowa before, a figure consistent with those gathered in 1981 and 1980. Des Moines was the area most often visited by travelers, followed by the Amana Colonies and West Branch.

Families again comprised the majority of travel parties. But the number of individual and retired travelers was up slightly, with each group comprising about 13 percent of the surveyed travel parties.

Rising ethanol sales ease grain glut

Monthly sales of alcohol-blended fuels in Iowa have tripled during the past year, providing an essential market for the state's record-setting corn reserves.

The higher sales came during a time when farmers were preparing to harvest their fourth bin-busting corn crop in a row.

"The timing of Iowa's promotion of alcohol fuels couldn't have been better," said John Butterfield, director of the Research Division for the Iowa Development Commission. The IDC and the Iowa Corn Promotion Board began heavily promoting the fuels in July 1978. "Since then, we've had record or near-record corn harvests every year."

Higher nationwide

The recent sales growth in Iowa has been mirrored in sales nationwide. Monthly sales of alcohol-blended fuels throughout the country doubled between January and September 1982. New sales records have been set in California, Michigan, Nebraska, Oklahoma, Kentucky, South Carolina, Texas and Virginia.

The exact effect of the increased sales on the demand for corn is hard to calculate. But, as a rule of thumb, analysts say four bushels of corn goes into each 100 gallons of alcohol-blended fuel. Using that formula, the increase in sales of 80 million gallons per month in the United States can be said to be providing a market for an additional 3.2 million bushels of corn per month.

Iowa's 1982 corn crop is expected to be about 1.6 billion bushels.

Specific figures

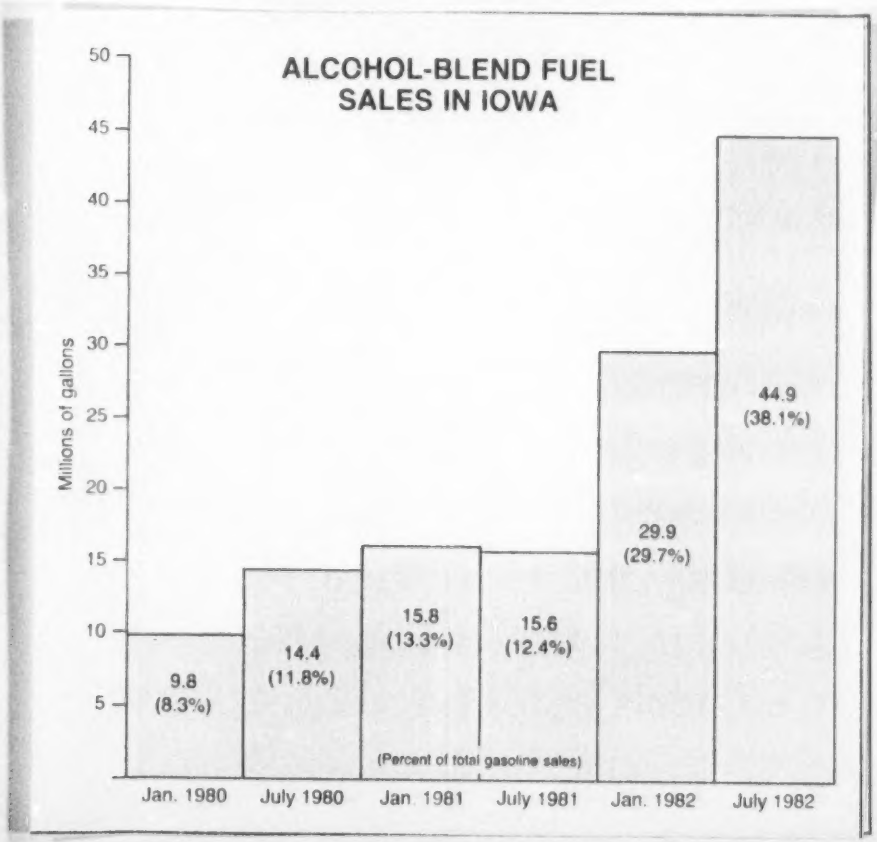
Specific figures on sales of alcohol-blended fuels in Iowa show that they grew from 14.8 million gallons in September 1981 to 44.9 million gallons in July 1982. In July, alcohol-blended fuels captured 38 percent of the gasoline market in Iowa. That figure was only 12.4 percent in September 1981.

Sales in August 1982 dipped slightly to 44.2 million gallons, but Tom Pearson, research analyst for the IDC, said the drop probably is attributable to reporting variations.

The main reason for increased sales in Iowa and other states appears to be a change in what the fuel is named, Pearson said. What once was called "gasohol" is now sold under a variety of names, particularly "super unleaded with ethanol."

"People like the name 'ethanol' better because it sounds like an efficient fuel for a car. The word 'super' better describes the product because alcohol blends make a higher-grade fuel," Pearson said.

"Ethanol is now an accepted product," Pearson said. "It's no longer considered just a substitute."



Tax change

Also playing a role in higher sales in Iowa was a temporary decrease in September 1981 in the tax charged on sales of alcohol-blended fuels, Pearson said. But, interestingly, when the tax exemption returned to its former level this spring, the effect on sales was negligible. Still, demand for alcohol-blended fuels appears to be sensitive to price changes, Pearson said.

Price drops gave a minor boost to sales in the fall of 1981, he noted. The price of alcohol was dropping nationwide. The Iowa price dropped even more because three alcohol plants in the state had just been completed. The price drop led many gasoline retailers, especially convenience stores, to sell only alcohol-blended fuels.

The entire state tax exemption in Iowa is slated to be phased out over the next three-and-a-half years.

"Nobody knows what will happen to sales during that time, but based on sales this past year, the fuel alcohol industry looks as if it will be able to endure," said Doug Getter, assistant to the director of the IDC.

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

August, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	181	1,080	Iowa City	265	1,384
Atlantic	69	447	Keokuk	8	420
Burlington	217	1,280	Marshalltown	150	602
Carroll	137	658	Mason City	130	973
Cedar Rapids	331	2,934	Muscatine	33	657
Centerville	6	308	Newton	13	727
Charles City	10	481	Oskaloosa	28	644
Clinton	156	1,198	Ottumwa	29	1,186
Council Bluffs	197	1,907	Sheldon	60	459
Creston	111	605	Shenandoah	85	525
Davenport	273	2,841	Sioux City	438	2,269
Des Moines	964	5,463	Spencer	146	724
Dubuque	191	1,729	Storm Lake	150	419
Fairfield	61	276	Waterloo	188	2,806
Fort Dodge	302	1,090	Webster City	50	324
Fort Madison	49	394			

[1]All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Aug. 1982	Aug. 1981
All Urban Consumers (1967 = 100)	292.8	276.5

Composite Construction Cost Index

	April 1982	April 1981
Composite Construction Cost Index (1967 = 100)	158.1	151.1

Business Data

	8/82	8/81	8 mos./82	8 mos./81
New Car Registrations	5,559	4,224	49,626	65,138
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-21.5	-10.4	-101.6	46.5
Savings	-23.6	-13.3	-23.8	-60.2
Work Force (000)	1,400.9	1,407.8	1,396.2	1,408.6
Unemployment	85.6	61.0	88.6	67.6
Rate (% of work force)	6.1	4.3	6.4	4.8
Employment	1,315.3	1,346.8	1,307.6	1,340.9

Value of New Dwellings ($000)

	9/82	9/81	9 mos./82	9 mos./81
Ames	$ 76.5	$ 120.0	$ 983.5	$ 827.0
Bettendorf	718.3	513.1	2,893.6	4,822.0
Burlington	52.0	501.0	1,404.0	1,831.4
Cedar Falls	2,237.6	200.1	2,902.5	2,990.5
Cedar Rapids	118.8	237.7	1,341.6	4,917.5
Clinton	0	128.0	163.0	1,139.0
Council Bluffs	2,339.0	65.0	3,127.4	560.1
Davenport	2,592.7	565.4	5,179.1	7,218.2
Des Moines	1,953.8	907.4	5,244.8	6,911.9
Dubuque	0	267.3	510.7	1,014.1
Fort Dodge	0	116.0	170.0	856.0
Iowa City	676.7	1,758.5	14,487.5	7,918.1
Keokuk	90.0	66.0	1,683.3	426.0
Marion	90.5	60.1	488.4	1,262.9
Marshalltown	87.0	0	672.0	640.0
Mason City	360.0	32.0	1,036.1	795.4
Muscatine	186.2	1,651.0	1,026.1	3,492.1
Newton	455.0	10.0	1,257.2	287.8
Ottumwa	51.0	212.0	1,453.0	916.0
Sioux City	142.9	45.3	2,113.3	943.8
Urbandale	418.3	257.9	3,361.5	1,480.4
Waterloo	254.4	864.5	1,821.6	7,419.2
W. Des Moines	1,440.3	522.5	3,842.4	4,197.6
TOTAL	$ 14,341.0	$ 9,100.8	$ 57,162.6	$ 62,867.0

Farm Retail Price Spreads

	July 1982	July 1981
Beef, Choice:		
Retail price (cts./lb.)	251.8	242.9
Net carcass value (cts.)	152.6	159.9
Net farm value (cts.)	143.4	147.9
Farm-retail spread (cts.)	108.4	95.0
Pork:	181.1	154.9
Retail price (cts./lb.)	129.3	114.5
Wholesale Value (cts.)	95.1	80.9
Net farm value (cts.)	86.0	74.0
Farm-retail spread (cts.)		
Dairy Products:	247.5	244.2
Retail cost (1967 = 100)	259.7	265.2
Farm value (1967 = 100)	236.8	225.7
Farm-retail spread (1967 = 100)		
Eggs:		
Retail cost (1967 = 100)	173.6	174.2
Farm value (1967 = 100)	177.1	192.8
Farm-retail spread (1967 = 100)	168.5	147.4

Quarterly Periods

	1982 I	1981 I
Net Taxable Retail Sales ($000,000)	3,446	3,463
Personal Income ($000,000)	30,091	28,518

Stock Index

	Iowa*	Dow Jones Industrial
July, 1982	221.80	808.60
August, 1982	237.77	901.31
September, 1982	241.45	896.25

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	9/82	8/82	9/81
Corn, bu.	$ 2.11	$ 2.17	$ 2.42
Soybeans, bu.	5.24	5.49	6.05
Oats, bu.	1.47	1.52	1.80
Hogs, cwt.	60.80	60.40	48.50
Beef cattle, cwt.	55.90	59.50	59.80
Calves, cwt.	69.70	69.30	63.70
Milk (whls), cwt.	13.00	12.80	13.10
Sheep, cwt.	20.90	24.50	27.00
Lambs, cwt.	50.90	51.10	51.30
Eggs, (market), doz.	.39	.36	NA
All hay, ton baled	49.00	49.00	50.00
Turkeys, lb.	.44	.40	.36

Average Prices Paid by Farmers

	9/15/82	9/15/81
Beef cattle concentrated, 32-36%	$ 12.30	$ 13.00
Hog feed, 38-42% protein	14.30	15.20
Soybean meal, 44% protein	12.00	13.00
Dairy feed, 16% protein	176.00	197.00
Poultry feed, layer ration	173.00	200.00

Commodity Feed Price Ratios

	9/15/82	9/15/81
Hog — corn[1]	28.8	20.0
Beef cattle — corn[1]	26.5	24.7
Egg — feed[2]	5.0	5.4
Milk — feed[3]	1.48	1.33

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

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Et Cetera:
Foreign business inquiries

Call 515/281-3581 for more information

Thermal insulation

A German firm seeks a U.S. joint venture partner or licensee for its external thermal insulation products for manufacture and distribution in the United States. The products can be economically applied to exterior walls of existing buildings or incorporated in planning for new construction. The company does not export to the United States but has sales offices in several Common Market countries. **(G92-9426J)**

Gear pumps

A leading German manufacturer of high pressure internal gear pumps (oil hydraulics) is interested in a licensing arrangement with a U.S. producer of similar equipment. Established in 1935, this limited partnership firm is looking for a U.S. firm that will produce and distribute its products in the American market and it would be prepared to do the same for its U.S. licensee in Europe. **(G92-9535L)**

Publishing

A large German publishing company is seeking discussions with U.S. publishers for a possible cooperative arrangement (joint venture). The German firm is considering an exchange of production licenses and possibly the distribution of one another's products. The company was founded in 1822 and enjoys a fine reputation in Europe. Employs 260. **(G92-9727J)**

Cement

A Spanish firm in partnership with two other firms seeks majority share in an existing dry process U.S. cement plant of between 500,000 and 1 million metric tons capacity. The firm seeks a modern plant with good management that does not require massive capital equipment purchases. U.S. plant location should be close to good market with potential for export of up to 25,000 metric tons annually. **(S92-9832A)**

Precision glass

A German manufacturer and supplier of a wide range of precision glass products seeks U.S. partners to manufacture similar products using precision optical glasses in electrical engineering and electronic and microscopy applications. The German firm serves customers in the following fields: precision mechanics and optics, office equipment, electronics and semiconductors, metrology, telecommunications, medicine, and architecture. The company enjoys a fine reputation and supplies precision glass to many leading German and European manufacturers. This firm also is interested in having the right partners sell its products in U.S. markets. **(G102-10332J)**

Representatives of the U.S. Feed Grains Council and the Japan Feed Manufacturers Association reaffirm their mutual commitment to long-term trade during a recent news conference in Des Moines. Feed Grains Council President Darwin Stolte (seated in photo at left) and Japan Feed Manufacturers Chairman Toshio Kato (nearest podium in photo at right) signed and exchanged communique. The Japan Feed Manufacturers Association is the world's largest single private feed grains buyer. Rick Tolman (left photo) and Hiro Ohyama (right photo), both of the Feed Grains Council, also attended the ceremony.

Free books give foreign trade info

Information about international trade exhibitions and foreign business practices is available in two publications distributed free by Alitalia Airlines.

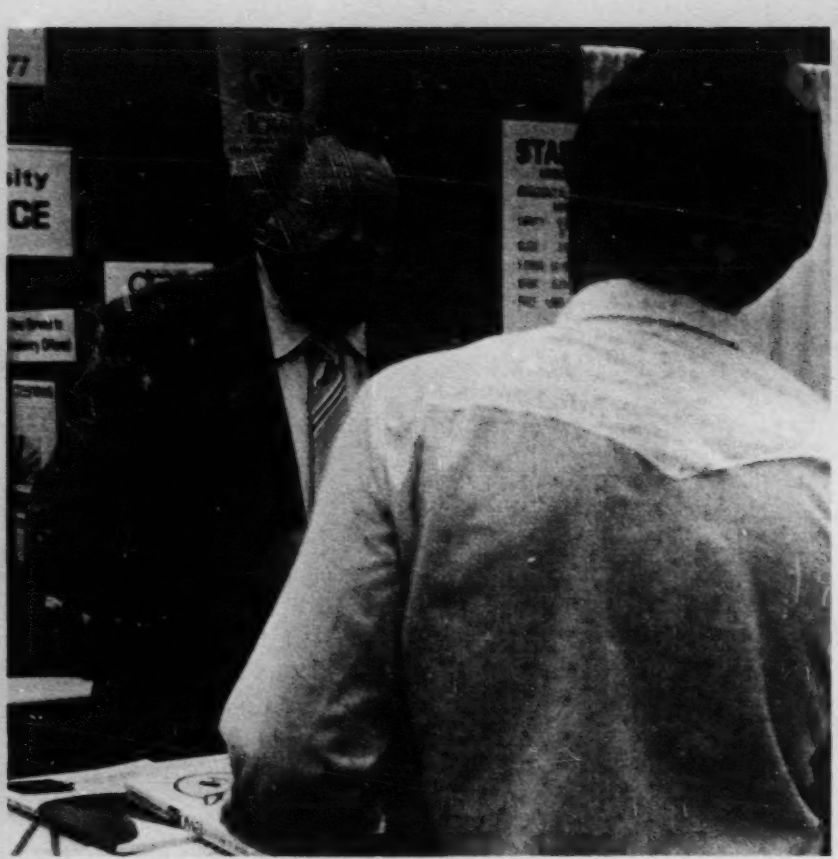
The **Business Travelers' Guide to Italy** and **International Fairs Guide — '82-'83** list trade fairs, business hours, public holidays and other information pertaining to Italy, particularly, and Europe, generally.

"Information regarding these events can be a valuable tool for the businessperson attempting to develop new market opportunities," said Robert Sears of Alitalia.

The publications can be obtained by writing: Alitalia Airlines, 2850 Metro Drive, Suite 515, Bloomington, Minnesota 55420; or by calling: 612/854-3466.

Leann Smith joins IDC ag division

Leann Smith has been named promotion coordinator for the Agricultural Development and Promotion Division of the Iowa Development Commission. Smith is a graduate of Iowa State University where she earned a B.S. degree in agricultural public service and administration and in sociology. Before joining the IDC, Smith was a sales representative with Monsanto Co. Smith grew up on a 1,500-acre grain farm near Sumner.



Bob Kelso of the Iowa Development Commission's new CALL ONE program describes the IDC's services to a prospective businessman during the recent Products Show '82 at Veterans' Auditorium in Des Moines. Kelso and staff members of the IDC's Industrial Division distributed brochures and talked business with a number of Iowans during the show. The IDC shared the booth with the Center for Industrial Research and Service of Iowa State University. The product show was sponsored by the Purchasing Management Association of Central Iowa.

IDC travel director resigns

Phil Morgan, director of the Tourism and Travel Division for the Iowa Development Commission, has announced that he will resign in December to pursue a writing career.

Morgan has been the tourism and travel director since 1979. Before then, he was the director of the IDC's Public Information Division.

IDC Director David Swanson thanked Morgan for his years of service to the state. "Phil has served the public well in every job he's held with the IDC," Swanson said.

Morgan, a former broadcast journalist, said he has often thought of pursuing a career in free-lance writing. "Now seemed like as good a time as any to try it," Morgan said.

A replacement for Morgan is yet to be named.

Iowa
a place to grow

IDC DIGEST
Nov.-Dec. 1982 Vol. XI-No. 12

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Gala marks Tide premiere

For one October evening, Iowans from the Waterloo-Cedar Falls area were able to wrest a movie theater screen from the likes of Richard Gere, Robin Williams and E.T., and show nothing but scenes from a laundry detergent commercial.

The draw was that many of the audience members were starring on the screen. The crowd of amateur actors and actresses, and their family members, came to see themselves in two Tide commercials that were filmed this summer in New Hartford and Boyd.

The auditorium in the Crossroads Theatres complex in Waterloo was filled to overflowing. In addition to the premiere of the two commercials, an hour-and-a-half of outtakes (flubbed scenes) were shown.

The commercials were shot by Murray Bruce Productions of New York City, and sponsored by Procter & Gamble, the makers of Tide. The film crew spent a week in Iowa. Nearly 200 Iowans helped with the production by acting in front of the camera or by offering support services behind the scenes. Bill Lindstrom, film services coordinator for the Iowa Development Commission, helped arrange the shooting.

"We believe this set of Tide commercials will win an award in advertising," said George Bragg, head of production for Compton Advertising, which promotes Procter & Gamble products. "It was the toughest job of editing we've ever had to do because all the film was so good. If there is anything at all sad, it is that ultimately all that wonderful footage had to be cut to 45-second and 60-second TV commercials."

Bragg said the excellence of the footage was part of the reason he elected to return to Iowa to present the film. Some of the scenes shot in Iowa weren't included in the finished spots. The showing of outtakes gave everybody a chance to see himself on film, even if he didn't make the final cut, Bragg said.

"The level of cooperation was so good in Iowa that I hope we can shoot here again someday," Bragg added.

Iowans will have plenty of chances to see the new Tide commercials. Starting in early November, the spots ran at least once a day on all three major television networks. One of the commercials depicts a football game in the rain. The other focuses on a rural wedding.